

## **CLAIMS**

No claims are being amended. Please cancel claims 2-6, 14, 17, 19, 22 and 55 without prejudice.

Claims 1-30 (Canceled)

31. (Previously presented) An apparatus for receiving promotional messages comprising:

- a display;
- a digital image capturing device;
- a wireless communication system;
- a processor;
- a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

- capture an image of a message carrier using the digital image capturing device;
- process the image to acquire a message code from the message carrier wherein the instructions to process the image further comprise instructions operable to cause the processor to:
  - read intensity values for pixels forming the image;
  - locate the message carrier by analyzing the intensity values;
  - locate the message code within the message carrier; and
  - read intensity values for pixels forming the message code to acquire the message code;

transmit the message code to a remote system using the wireless communication system; and

receive a promotional message using the wireless communication system based on the transmitted message code.

32. (Original) The apparatus of claim 31, wherein the intensity values are read by scanning substantially vertical columns of pixels forming the image.

33. (Original) The apparatus of claim 32, wherein the instructions to locate the message carrier comprise instructions operable to cause the processor and the wireless communication system to analyze the scanned vertical columns of pixels to identify one or more transitions between dark-colored regions and light-colored regions.

34. (Original) The apparatus of claim 32, wherein the instructions to locate the message carrier comprise instructions operable to cause the processor and the wireless communication system to analyze the scanned vertical columns of pixels to identify a dark-colored border.

Claims 35-45 (Canceled)

46. (Previously presented) An apparatus for receiving promotional messages comprising:

a display;

a digital image capturing device;

a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device wherein the message carrier comprises an identifying border and the message code, and wherein the identifying border comprises a dark-colored border around at least a portion of the message code;

process the image to acquire a message code from the message carrier;

transmit the message code to a remote system using the wireless communication system; and

receive a promotional message using the wireless communication system based on the transmitted message code.

47. (Previously presented) ~~The apparatus of claim 40;~~ An apparatus for receiving promotional messages comprising:

a display;

a digital image capturing device;

a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device wherein the message carrier comprises an identifying border and the

message code, and one or more transitions between dark-colored regions and light-colored regions;

process the image to acquire a message code from the message carrier;

transmit the message code to a remote system using the wireless communication system; and

receive a promotional message using the wireless communication system based on the transmitted message code.

Claim 48 (Canceled)

49. (Previously presented) An apparatus for receiving promotional messages comprising:

a display;

a digital image capturing device;

a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device;

transmit the image to an image processing system using the wireless communication system wherein the image processing system is configured to:

receive the image;

read intensity values for pixels forming the image;  
locate the message carrier by analyzing the intensity values;  
locate a message code within the message carrier;  
read intensity values for pixels forming the message code to  
acquire the message code; and  
transmit the message code;  
receive the message code from the image processing system based on  
the transmitted image;  
transmit the message code to a promotional message system using the  
wireless communication system; and  
receive a promotional message from the promotional message system based on  
the transmitted message code.

Claim 50 (Canceled)

51. (Previously presented) An apparatus for receiving promotional messages comprising:

a display;  
a digital image capturing device;  
a wireless communication system;  
a processor;  
a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device;

transmit the image to a remote system using the wireless communication system wherein the remote system is configured to:

receive the image;

read intensity values for pixels forming the image;

locate the message carrier by analyzing the intensity values;

locate a message code within the message carrier;

read intensity values for pixels forming the message code to acquire the message code; and

transmit a promotional message based on the message code; and

receive a promotional message from the remote system based on the transmitted image.

Claim 52 (Canceled)

53. (Previously presented) A computer program product, physically stored on a machine-readable medium, for receiving promotional messages, comprising instructions operable to cause a programmable processor to:

capture an image of a message carrier using the digital image capturing device;

process the image to acquire a message code from the message carrier wherein the instructions to process the image further comprise instructions operable to cause a programmable processor to:

read intensity values for pixels forming the image;

locate the message carrier by analyzing the intensity values;  
locate the message code within the message carrier; and  
read intensity values for pixels forming the message code to acquire the message code;  
transmit the message code to a remote system using the wireless communication system; and  
receive a promotional message using the wireless communication system based on the transmitted message code.

Claims 54-55 (Canceled)